

Rep Order# 6867607 Ver# 1 Status New
EC'd Yes

Traffic Order# 6867607

Printed: 10/24/2012 1:15 PM
Last Received: 10/24/2012 12:41 PM
Showing Buylines: All Lines

1 of 2

Station KTNV-TV LAS VEGAS, NV
Advertiser () .MAJORITY PAC
Product SENATE MAJORITY PAC
Estimate# 2206
Buyer Sarah Levene
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 94/100/2206
Flight Dates 10/25/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT

TOTAL 20,700

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/25-10/26	1	1	1	\$750.00	
	2	TH-F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/25-10/26	1	1	1	\$750.00	
	3	SA	7A-8A	GD MRN-SAT-ABC	:30	\$850.00	10/27-10/27	1	1	1	\$850.00	
	4	TH-F	10A-11A	VIEW-ABC	:30	\$1,000.00	10/25-10/26	1	1	1	\$1,000.00	
	5	TH-F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/25-10/26	1	1	1	\$900.00	
	6	TH-F	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	10/25-10/26	1	1	1	\$1,000.00	
	7	TH-F	630P-7P	ACTION NWS@630<	:30	\$1,100.00	10/25-10/26	1	1	1	\$1,100.00	
	8	TH-F	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/25-10/26	1	1	1	\$850.00	
	9	TH	9P-10P	GREY ANTMY-ABC	:30	\$5,000.00	10/25-10/25	1	1	1	\$5,000.00	
	10	SU	9P-10P	REVENGE	:30	\$5,000.00	10/28-10/28	1	1	1	\$5,000.00	
	11	TH-F	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/25-10/26	1	1	1	\$1,500.00	

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	12	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,250.00	10/27-10/27	1	1	1	\$1,250.00	
	13	TH-F	1135P-1205A	NITELINE	:30	\$750.00	10/25-10/26	1	1	1	\$750.00	

---REPORT TOTALS---

Report Totals: 13 / \$20,700.00

---SALES MONTHLY TOTALS---

Oct 12: 13 / \$20,700.00 Nov 12: 0 / \$0.00

Sales Totals: 13 / \$20,700.00

Station Totals: 13 / \$20,700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$79,615	KBLR	0%	KLAS	22%	KSNV	29%	KTNV	26%	KTUD	0%
		KVCW	1%	KVMY	5%	KVVU	17%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE